

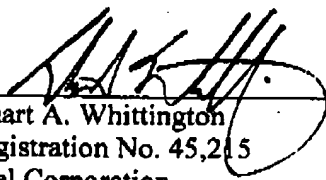
AMENDMENT
U.S. Appln. No. 09/823,458

REMARKS

By this amendment Applicant cancels claims 1-22 and adds new claims 23-37. Examination and favorable consideration of new claims 22-38 are respectfully requested. New claims 23-38 include similar subject matter believed to be patentable over the prior art of record. Specifically, Amin et al. and Titmuss et al., taken alone or in combination, fail to teach or suggest at least a user specifying criteria for receiving consumer information where the criteria is specified by the user from the portable communication device as recited in various context of the presently claimed methods or device.

In view of the foregoing allowance of this application is believed to be in order, and such action is hereby solicited. If any issues arise which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below. Applicant hereby petitions for any extension of time which may be required to maintain the pendency of this case, and any required fee or deficiency thereof, except for the Issue Fee, is to be charged to **Deposit Account # 50-0221**.

Respectfully submitted,


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